

全国商务英语研究会推荐教材

写作

Basic Writing

1

新编 商务 英语

新编商务英语系列丛书

总主编 虞苏美
主 编 张春柏



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新 编 商 务 英 语 系 列 丛 书

新编商务英语

写作

1

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内容提要

《新编商务英语写作(1-2)》为“新编商务英语系列丛书”之一。第1册为“基础英语写作”，该册内容涵盖选词、造句、段落的写作以及各类体裁文章的写作。第2册为“商务英语写作”，内容分为商务文件的写作和公司内部的报告和合同写作等。本教材适用于商务英语专业的学生。

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前言

《商务英语写作(1)、(2)》自2000年8月初版以来,在不少学校使用了多轮,广大专家读者对本书提出了不少宝贵的批评和建议。这些批评和建议,集中到一点,就是本书的语言有些偏难,学生不易理解。据此,我们对本书进行了修订。

《新编商务英语写作(1)》的体例基本上没有什么变化。所作的改变可用“一减一增”来概括。“一减”是减掉了原来较为晦涩难懂的说明和例句,而增加的则是少量中文译文和说明以及一些与商务有关的内容。但是,限于初版的框架,没有对本书做伤筋动骨的“改造”。所以,本书远没有改到“面目全非”的地步。

本教材的教学目标也没有改变,所以,教师可以按既定的教学计划实施教学。相信本新编版能更加切近高等职业学校、高等专科学校和成人高等学校英语专业的实际,更加方便广大师生的教学。当然,由于种种限制,本书远远没有达到理想的程度。事实上,任何修订都可能引起新的问题。因此,我们热切地希望广大专家和读者能对本书提出新的批评和建议,以便我们进一步改进。

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Contents

Unit 1	Use of Words	1
1	Types of Words	3
2	Use of Proper Words in Proper Places	7
3	Further Tips for the Selection of Words	9
4	Formation of English Words	16
	Exercises	18
Unit 2	The Making of Sentences	23
1	Basic Elements of a Sentence	25
2	Types of Sentences	25
3	Effective Sentences	31
	Exercises	40
Unit 3	Writing Effective Sentences	45
1	Coordination	47
2	Subordination	52
3	Variety of Sentence Patterns	57
	Exercises	60
Unit 4	The Paragraph (1): The Major Elements of a Good Paragraph	65
1	Unity	67
2	Coherence	70
3	Focus	78
4	Completeness	81
5	Brevity	84
	Exercises	86

Contents

Unit 5 The Paragraph (2): The Paragraph

Structure and Types	91
1 Three Parts of the Paragraph	93
2 Types of Paragraphs	105
Exercises	113

Unit 6 The Paragraph (3): The Development of the Paragraph

1 Planning a Paragraph	121
2 Developing a Paragraph by Time	123
3 Developing a Paragraph by Space	125
4 Developing a Paragraph by Process	128
5 Developing a Paragraph by Citing Statistics	131
6 Developing a Paragraph by Comparison and Contrast	133
7 Developing a Paragraph by Exemplification	135
8 Developing a Paragraph by Cause and Effect	137
9 Development by Definition	139
10 Development by Classification	141
Exercises	143

Unit 7 The Basic Steps of Writing an Essay

1 Getting Started and Selecting a Topic	151
2 Narrowing Down the Topic and Writing a Thesis Statement	152
3 Outlining	154
4 Writing the First Draft	157
5 Revising and Editing	162
Exercises	164

Contents

Unit 8	Narration	167
	1 Definition	169
	2 Basic Elements of Narration	170
	3 Types of Narration	170
	4 Tips for Narrative Writing	175
	Exercises	182
Unit 9	Description	185
	1 Definition	187
	2 Basic Elements of Description	187
	3 Basic Types of Description	188
	4 Tips for Writing Descriptions	194
	Exercises	195
Unit 10	Exposition (1): Definition	201
	1 Definition of Exposition	203
	2 Basic Elements of Exposition	203
	3 Types of Techniques Used in Expository Writing	204
	4 Types of Definition	204
	Exercises	210
Unit 11	Exposition (2): Classification and Division	217
	1 Definitions of Classification and Division	219
	2 Basic Elements of Classification and Division	222
	3 Principles of Classification and Division	223
	Exercises	228
Unit 12	Exposition (3): Illustration	231
	1 Definition	233

Contents

	2 Types of Illustration	233
	3 Basic Elements of Illustration	238
	4 Tips for Using Illustration	238
	Exercises	239
Unit 13	Exposition (4): Comparison and Contrast	245
	1 Definition	247
	2 Purpose of Writing Comparison and Contrast	247
	3 Pattern of Comparison and Contrast	248
	4 Tips of Writing Comparison and Contrast	252
	Exercises	256
Unit 14	Exposition (5): Cause and Effect	259
	1 Definition	261
	2 Basic Types of Cause-and-effect Pattern	262
	3 Tips of Writing Cause-and-effect Essay	264
	Exercises	267
Unit 15	Argumentation	271
	1 Definition	273
	2 Basic Elements of Argumentation	273
	3 Principles of Argumentative Writing	274
	4 How to Organise an Argument	274
	Exercises	279
Unit 16	Practical Writing (1): Greetings, Formal Invitations and Personal Letters	289
	1 Greetings and Formal Invitations	291
	2 Personal Letters	295

Contents

	Exercises	310
Unit 17	Practical Writing (2): Notes and Letters of Application and Résumé	313
	1 Notes	315
	2 Letters of Application	322
	3 Résumé	327
	Exercises	331
Unit 18	Summary Writing	333
	1 Definition	335
	2 The Purpose of a Summary	335
	3 Elements of a Good Summary	336
	4 The Basic Steps of Writing a Summary	338
	Exercises	346
Unit 19	Figures of Speech	351
	1 Simile	353
	2 Metaphor	354
	3 Personification	354
	4 Metonymy	355
	5 Hyperbole	356
	6 Understatement	356
	7 Euphemism	357
	8 Irony	358
	9 Alliteration	358
	10 Synecdoche	359
	11 Onomatopoeia	359
	12 Antithesis	360

Contents

13	Parallelism	361
14	Oxymoron	361
15	Pun	362
	Exercises	363

Unit 20	Punctuation	365
1	The Comma	367
2	The Period	369
3	The Semicolon	369
4	The Colon	371
5	Quotation Marks	371
6	The Question Mark	373
7	The Exclamation Mark	373
8	Parentheses and Brackets	373
9	The Dash	374
10	Italics and Underlining	375
	Exercises	375

Keys	377
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1

U N I T

Use of Words

1 Types of Words (词的种类)

In the English language, there are over half a million words. No one can possibly use so many words. In reality, only a small part of common words are used in most cases, which is what we should learn first.

1.1 Formal and Informal Words (正式与非正式词)

Words can be *formal* or *informal* in style. Words of different styles serve different purposes on different occasions.

Formal words are those that are used on formal occasions. For example:

- (1a) Would you please *inform* me of the possibility that the *terms* we mentioned will enable you to expedite the shipment two weeks ahead of schedule?
(贵方能否告知是否可能按照我方的条款要求提前两周发货?)

This is a typical, formal business English sentence, and the words *inform*, *terms*, and *expedite* are formal words.

Informal words are those that are used in informal situations, such as in conversations between close friends or family members. In such cases, Example (1a) can be expressed like this:

- (1b) Could you *tell* me *if* you can *send* the *goods* two weeks ahead of time according to our terms?

In Example (1b), words like *tell*, *if*, *send* and *goods* sound informal. Informal words are often colloquial words.

It is important to note that some words are neutral because they are neither very formal nor very informal. As a matter of fact, there are different degrees of formality. Certain words can be used in both formal and informal situations. Words like *know*, *whether*, *able*, and *ship*, for example, are neutral. Therefore Example (1b) can be expressed as:

(1c) Is it possible for us to *know* whether you are *able* to *ship* the goods two weeks ahead of time according to our terms?

Generally speaking, formal words are “big” words that are borrowed from Latin, Greek, French, and other languages while informal words are typically of native “English” origin, although they may not always be so. The following table shows some examples:

	Formal Words	Informal Words
Nouns	construction intention remarks	building aim words
Verbs	utter investigate inform	say look into tell
Adjectives	prosperous tremendous sincere	rich big true

Note that *building* is less formal than *construction*, so is *tell* in relation to *inform*. That, however, does not mean they are used only in informal situations or contexts.

Here are a few more examples. Pay attention to the italicized words:

(2a) He *claimed*: “This dish is the most delicious one.”

(He is probably a cook.)

(2b) He *said*: “This dish is the most delicious one.”

(We cannot tell who he is. He is probably just a customer at a restaurant.)

(3a) The Minister of Finance made an *oration* yesterday.

(It is an official public speech.)

(3b) He gave a *talk* yesterday.

(It is quite informal.)



正式文体要使用正式的词,口语用词很少见于正式文章。

1.2 General and Specific Words (一般词汇与具体词汇)

Words can be general or specific. General words are used to show general ideas, while specific words provide more detailed and precise information about what they refer to.

In the following we can see how ideas or objects can be expressed by either general or specific words:

	General Words	Specific Words
Nouns	tree fruit profession	oak, pine, cypress, poplar apple, banana, pear, grape, orange teacher, policeman, doctor, tailor
Verbs	take kill go	capture, seize, grasp, grip, obtain shoot, slay, stab, poison, hang walk, stroll, saunter, step, pace, run
Adjectives	good red big	honest, responsible, correct, efficient pink, crimson, carmine, scarlet large, huge, enormous, tremendous
Adverbs	well	satisfactorily, thoroughly, correctly, clearly

It is easy to see that the specific words on the right are much more concrete and vivid than the general ones on the left. But it does not mean general words are useless. When we want to give a general picture of something or an event, for instance, we normally refer to general words; but if we want to draw a detailed picture of something or an event in order to impress the readers, specific words are preferred. For example:

(4a) John *entered* the classroom.

(4b) John *ran into* the classroom.

These sentences are both correct, depending on the writer's purposes in particular situations. If we just want to tell the reader that John came into the classroom, Example (4a) is good enough. If, however, we want to tell the reader that he came into the classroom in a hurry — probably when the school bell was ringing, then Example (4b) seems more proper. Examine the following pairs of sentences:

- (5a) He *put* the book on the desk.
(It does not matter how he did it.)
- (5b) He *threw* the book on the desk.
(We know how he did it and can guess that he was probably angry.)
- (6a) All commercial papers sent for collection must *have* a remittance letter giving complete and precise instructions. (寄出托收的一切商业票据, 必须附上一封托收函, 上面要有完整而又确切的托收要求。)
- (6b) All commercial papers sent for collection must *be accompanied by* a remittance letter giving complete and precise instructions.
(The specific word “accompanied” gives clearer meaning than the word “have”.)
- (7a) *Scientists* report seeing snow leopards that were believed to be extinct years ago in the Himalayas.
(It is not important to know what kind of scientists they are.)
- (7b) *Biologists* report seeing snow leopards that were believed to be extinct years ago in the Himalayas.
(We are told what kind of scientists they are.)
- (8a) She is *laughing*.
(We just know she is happy.)
- (8b) She is *giggling*.
(We know the exactly how she laughs.)

From these examples we can see that general words and specific words serve different purposes. General words just tell us what happens without focusing on the details, whereas specific words tell us the manner in which something is done. In other words, specific words are more accurate and vivid.



很显然, 文章需要合理使用一般词汇和具体词汇。但对于英语写作初学者来说, 应特别注重具体词汇的掌握。具体词汇能使文章更准确、生动。